

Collegiate Broadcasting Group

P. O. BOX 3191

ATLANTA, GEORGIA 30302

LO JELKS, PRESIDENT

August 30, 1966

Mr. Moses S. Belton
Director of Public Relations
Johnson C. Smith University
Charlotte, North Carolina 28208

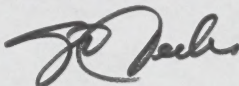
Dear Mr. Belton:

In reply to your letter of August 17, I am enclosing the complete details concerning our "Campus Spotlight" series for 1966-67.

I hope we may hear from you soon concerning Johnson C. Smith's participation in the series.

Kindest regards.

Very truly yours,

A handwritten signature in dark ink, appearing to read "L. O. Jelks", written in a cursive style.

THE IDEA

In 1962, this organization developed the idea of producing a series of 15-minute radio programs especially designed to better acquaint high school students with the offerings and requirements of the various colleges. Our study revealed that too many students enter college (often not the best suited college for their purposes), with little or no knowledge of the college's activities.

Radio programs designed to supply this information, as told by the students, faculty, and administrators would benefit both the student and the institution.

"Campus Spotlight", as the series is called, reports what the prospective student can expect at the college, told as factually and as accurately as trained reporters and writers can make it. These reports draw no conclusions, make no gratuitous accusations, indulge in no speculations, or offer no opinions. The reports will, however, arrange facts with an eye to their importance or dramatic values and report in depth, supplying a factual background to help the listener to determine if the college will supply the training he seeks.

HOW THE PROGRAM WILL OPERATE

The nature of this series necessarily means a considerable amount of background information must be obtained. After a college informs us of their desire to join the series, we immediately contact the college's Office of Public Relations for reference material which enables our staff to begin outlining the college program.

During the months of April and May, our production crew visits those colleges joining the series to tape material for the program. We seek interviews with the president of the college, members of the faculty, and as many students as possible. Usually the college assigns the director of public relations to work closely with our staff in selecting material that will be used in the program.

A draft of the program is sent to the college from Atlanta for its approval before the final taping is done. The final program content is also presented to the college.

THE AUDIENCE

Most radio executives agree that the audience for informational programming on radio has a great potential. This kind of programming, however, is small - it should be enlarged.

Collegiate's "Campus Spotlight" series is offered to radio stations that program specifically to the Negro audience. It has been estimated that 65% of Negro radio listeners prefer stations that direct their programming to them. This series appeals especially to the Negro, we feel, because of its very nature and because of the Negro's increasing demand for more informational programs on radio.

PROGRAM TIME

The "Campus Spotlight" programs are prepared in 15-minute segments. Each college program will be broadcasted in twelve different cities beginning in September. The stations broadcasting the programs will be selected from those associated with the Collegiate Broadcasting Group. Each college will be informed in advance of the radio station, date, and time its program will be broadcasted.

N.Y.C. Fla Cal N.C. S.C

FINANCIAL CONSIDERATIONS

The idea of this production is not a commercial proposition. The series is termed "educational" and cannot accept commercial sponsorship.

A \$125.50 production and engineering fee is charged the college, however, which represents the only funds sought from the college.

HOW TO JOIN THE SERIES

Simply inform us of your desire to join the "Campus Spotlight" series for '66 before April 1, 1966. Correspondence should be addressed to:

Mr. Lo Jelks, President
Collegiate Broadcasting Group
P. O. Box 3191
Atlanta, Georgia 30302

ABOUT COLLEGIATE BROADCASTING

The Collegiate Broadcasting Group is a private organization which lists as its main objective; to increase and improve the quality of radio programming directed to Negroes.

The organization is Negro-owned and began its operation on February 1, 1963. The idea of the organization was first proposed in early 1960, while its Founder-President, Mr. Lorenzo Jelks, was completing his senior year in college.

Beginning with only five stations broadcasting its programs, the Group now lists over fifty stations, with which it is associated.

CBG is presently concerned with news and public affairs programs. However, plans call for the production of drama, discussion, debate, and quality music programs.

Collegiate Broadcasting Group

P. O. BOX 3191

ATLANTA, GEORGIA 30302

LO JELKS, PRESIDENT

September 14, 1966

Mr. Moses S. Belton
Director of Public Relations
Johnson C. Smith University
Charlotte, North Carolina

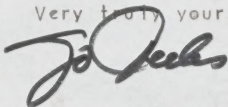
Dear Mr. Belton:

Thank you for the final confirmation yesterday for us to include Johnson C. Smith University in our "Campus Spotlight" series this year. We welcome your institution to the growing list of institutions participating in the series yearly.

I am enclosing an agreement form for your signature. The second copy of the form may be retained for your records. In the meantime, you will be advised in advance when our production crew is expected to arrive at Johnson C. Smith.

Again, thank you for your interest in our activities and the opportunity to include Johnson C. Smith University this year.

Very truly yours,



Enclosure

Important

Collegiate Broadcasting Group

P. O. BOX 3191

ATLANTA, GEORGIA 30302

LO JELKS, PRESIDENT

October 11, 1966

Mr. Moses S. Belton
Director of Public Relations
Johnson C. Smith University
Charlotte, North Carolina

Dear Mr. Belton:

I am enclosing a suggested outline for the taping of the Johnson C. Smith University "Campus Spotlight" series for 1966-67. We plan to tape the radio program at your university during the week of November 7. We expect to provide you with a more exact date shortly.

As usual, a special portion of the program will be reserved for the president of the university. We would also want to record the university anthem to be used for background effect.

Thank you for your cooperation.

Very truly yours,

Richard Harris

Richard Harris
Production Manager

RH/va
encl.

cc: Mr. Lo Jelks

COLLEGIATE BROADCASTING GROUP

I. PROGRAM TITLE - "Campus Spotlight"

- A. Purpose- To present a factual audio-portrayal of the various colleges and universities to better acquaint high school students with the various institutions.
- B. Program Time- 13 minutes
- C. Intro and Closing-2 minutes
- D. Expected Airing Date-December through May on a weekly basis

II. PROGRAM EMPHASIS:

- A. The program will concentrate mainly on four aspects of the institutions:
 - (1) History of the institution
 - (2) Curriculum of the institution
 - (3) Student and faculty responses concerning institution
 - (4) Statement from the president of the institution or the institution's Dean of Instruction

III.COMPOSITION OF PROGRAM:

- (1) President of the college
- (2) Director of Admission
- (3) Director of Public Relations and Development
- (4) Professors of various Departments
- (5) President of Student Government Association
- (6) Director of Athletics
- (7) Various students of the College
- (8) An Alumnus of the institution(if possible)
- (9) Institution's music director
- (10) Various club members on campus

IV. PROCEDURES:

- A. Material for each program will be gathered at the various institutions
- B. Final program content will be prepared in Atlanta.

V. DISTRIBUTION:

- A. Programs will be carried over stations associated with the Collegiate Broadcasting Group as a public service. No Commercial announcements may be injected into the program content.

VI. REFERENCES:

- A. Collegiate's own sources
 - (1) United Negro College Fund
 - (2) Negro Press Association
 - (3) American Association of Colleges and Universities
 - (4) National Urban League
 - (5) Public Relations Department of each institution

VII. PRODUCTION CREDITS:

- A. Produced by the Public Affairs Department of the Collegiate Broadcasting Group (which is solely responsible for its content).

Collegiate Broadcasting Group

P. O. BOX 3191

ATLANTA, GEORGIA 30302



"ABCD" MAIL FOR
BETTER BUSINESS-SERVICE



Mr. Moses S. Belton
Director of Public Relations
Johnson C. Smith University
Charlotte, North Carolina

Collegiate Broadcasting Group

P. O. BOX 3191

ATLANTA, GEORGIA 30302

LO JELKS, PRESIDENT

October 25, 1966

Director of Public Relations
Johnson C. Smith University
Charlotte, North Carolina

Dear Sir:

This is to advise that our production crew is expected to arrive at Johnson C. Smith University on Thursday, November 3.

Very truly yours,

Richard Harris

Richard Harris
Production Manager

RH/j

Oct 31, 1966

Please delay production until further notice. We will not be ready this week.

File

Collegiate Broadcasting Group

P. O. BOX 3191

ATLANTA, GEORGIA 30302

LO JELKS, PRESIDENT

November 25, 1966

Mr. Moses S. Belton
Director of Public Relations
Johnson C. Smith University
Charlotte, North Carolina 28208

Dear Mr. Belton:

We are scheduling Friday, January 13, 1967 as a convenient time for our production crew to return to your campus to record the "Campus Spotlight" series. Since we will be recording at Saint Augustine's College during the morning hours, we would want to record at your university during the afternoon.

Thank you for your cooperation in this matter.

Very truly yours,

Richard Harris

Richard Harris
Production Manager

RH/j

cc: Mr. Jelks

COLLEGIATE BROADCASTING GROUP

Number 10011

19

AGREEMENT between JOHNSON C. SMITH UNIVERSITY and

COLLEGIATE BROADCASTING GROUP to produce radio programs as specified below:

NAME OF PROGRAM: "CAMPUS SPOTLIGHT"

LENGTH OF BROADCAST	HOUR	DAYS	TIMES PER WEEK	TOTAL NO TIMES
15-Minutes	N/A	N/A	N/A	12

DATE TO START N/A

DATE TO END N/A

PROGRAM MATERIAL AND INSTRUCTIONS

Program material to be gathered at University with finished product presented to University.

RATES	Net Station Time	Talent	Line Service	Other Charges	Total	
Each Broadcast	\$ <u>N/A</u>	\$ <u>N/A</u>	\$ <u>N/A</u>	\$ <u>N/A</u>	\$ <u>N/A</u>	Per Broadcast
TOTAL CHARGE - \$125.50 production & engineering fee.						

In return for said services the Purchaser agrees that payments are to be made to the COLLEGIATE BROADCASTING GROUP as follows

This contract is subject to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future.

WITNESS our hands and seals the day and date first above written.

Purchaser

By Officer

Accepted By Jo Jones
President
COLLEGIATE BROADCASTING GROUP

Address Johnson C. Smith

City Charlotte, State North Carolina

COLLEGIATE BROADCASTING GROUP

Number 10011

19

AGREEMENT between JOHNSON C. SMITH UNIVERSITY and

COLLEGIATE BROADCASTING GROUP to produce radio programs as specified below:

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15-Minutes	N/A	N/A	N/A	12

DATE TO START N/A

DATE TO END N/A

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Program material to be gathered at university with finished product presented to University.

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WITNESS our hands and seals the day and date first above written.

Purchaser

By Officer

Accepted By Jo G. G. G.
President
COLLEGIATE BROADCASTING GROUP

Address Johnson C. Smith

City Charlotte, State North Carolina



COLLEGIATE NEWSLETTER

COLLEGIATE BROADCASTING GROUP

P. O. BOX 3191

ATLANTA, GEORGIA 30302



VOL. 1, NO. 7

AUGUST 1966

50 COLLEGES SOUGHT, 25 SIGNED

Collegiate Broadcasting has already signed 25 colleges and universities for its 1966-67 "Campus Spotlight" series. However, CBG officials are working to attract at least fifty institutions to the series.

Group officials hope to reach its goal by the end of September. The organization has its first opportunity to obtain a \$5,000 matching grant if it can attract fifty institutions to the series.

The "Campus Spotlight" series is produced to better acquaint high school students with the offerings and requirements of the various institutions.

JELKS TAKES HIS RADIO STATION IDEA TO COUNCIL OF PRESIDENTS

CBG President Lo Jelks went before the Council of Presidents of the Atlanta University Center to explain his proposal for a college radio station in that community.

Mr. Jelks told the Council that the proposed radio station would be entirely student-operated and will transmit by a special engineering principle called carrier-current. CBG is convinced, he stated, that it can provide a valuable service to the college community and motivate more Negro students to enter the growing field of professional radio broadcasting.

TALLADEGA SIGNS FOR SERIES AGAIN

Talladega College in Talladega, Alabama has signed for CBG's "Campus Spotlight" series for the third straight year. Talladega and Morehouse are the only colleges that have participated in the series on a continuous basis since the series began.

According to Richard Harris, production supervisor for the 1966-67 programs, a number of the colleges that participated last year for the first time are renewing again this year. He also noted that CBG is attracting a number of colleges for the first time this year.

'SPOTLIGHT' MAY EXPAND TO TV

CBG's production crew may be taking television cameras to the various colleges and universities in the next two or three years.

Group President Lo Jelks said his organization is "definitely considering" expanding the "Campus Spotlight" series into television.

Jelks explained the television idea as an "expansion move" and made it clear that the series will continue to be produced for radio.

CAN RADIO DO IT?

NOTE: (The following editorial appeared in the May edition of Morehouse College Maroon Tiger)

There has been some talk about the possible initiation of a radio station in the Atlanta University Center. The rumor goes that the station will be operated primarily by students. This is a good idea. Heretofore, the colleges in the Center have suffered from the disease of incommunication. Student publications, yearbooks, and newspapers have taken pride in expressing life and leisure on the respective campuses. Yet, no serious efforts have been made to create a homogeneous dialect between the students here in the Atlanta University Center.

This failure can be attributed to ineffectiveness of the student publications, especially the student newspaper. The student newspaper has operated on one level of communication, a level that has failed to reach all students in the Center. A radio station would be a good remedy for the problem of communication.

Radio can do it. The idea needs serious and sincere consideration.

THANK YOU FELLOWS!

TAPING SET FOR OCTOBER AND NOVEMBER

Richard Harris, production supervisor for CBG's 1966-67 "Campus Spotlight" series, has announced that CBG's production crew will visit colleges and universities in October and November to tape the college series.

All institutions will be advised in advance of the time the production crew is expected to arrive at their campus.

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